

PART B - FEE(S) TRANSMITTAL

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20350 7590 07/06/2009

TOWNSEND AND TOWNSEND AND CREW, LLP
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Connie Larsen (Depositor's name)
 (Signature)
 October 2, 2009 (Date)

| APPLICATION NO. | FILING DATE | FIRST NAMED INVENTOR | ATTORNEY DOCKET NO. | CONFIRMATION NO. |
|-----------------|-------------|----------------------|---------------------|------------------|
| 10/079,927 | 02/19/2002 | Colleen George | 020375-093300US | 6495 |

TITLE OF INVENTION: SYSTEMS AND METHODS FOR OPERATING LOYALTY PROGRAMS

| APPL. TYPE | SMALL ENTITY | ISSUE FEE DUE | PUBLICATION FEE DUE | PREV. PAID ISSUE FEE | TOTAL FEE(S) DUE | DATE DUE |
|----------------|--------------|---------------|---------------------|----------------------|------------------|------------|
| nonprovisional | NO | \$1510 | \$300 | \$0 | \$1810 | 10/06/2009 |

| EXAMINER | ART UNIT | CLASS-SUBCLASS |
|---------------------------|----------|----------------|
| ZELASKIEWICZ, CHRYSTINA E | 3621 | 705-064000 |

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.361).

- ☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.
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2. For printing on the patent front page, list

- (1) the names of up to 3 registered patent attorneys or agents OR, alternatively,
 (2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.

1 Townsend and Townsend
 and Crew LLP
 2
 3

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE
 First Data Corporation
 -and-

The Western Union Company

(B) RESIDENCE (CITY AND STATE OR COUNTRY)
 Greenwood Village, CO
 Englewood, CO

Please check the appropriate assignee category or categories (will not be printed on the patent): ☐ Individual ☒ Corporation or other private group entity ☐ Government

4a. The following fee(s) are submitted:

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5. Change in Entity Status (from status indicated above)

- ☐ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27. ☐ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

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Authorized Signature /darin j gibby/

Date October 2, 2009

Typed or printed name Darin J. Gibby

Registration No. 38,464

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